DOCUMENT RESUME

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TITLE [Educational Reform and Discipline Policy Advertisement.]
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ABSTRACT

The program description and the newspaper advertisement presented describe the efforts of the Santa Maria Joint Union High School District (California) to implement the reforms mandated in California's SB 813, especially in the area of discipline policy, and to keep the public informed of those efforts. The program description provides an overview of the publicity campaign which was built around the advertisement. The newspaper advertisement briefly outlines the district's efforts to improve their educational program in areas such as academic requirements, curriculum, test scores, behavior codes, attendance monitoring, and truancy sweeps, and includes the district's "major discipline policy." The policy details the punishments recommended or required for offenses related to violence, vandalism, theft, drugs and alcohol, weapons, and other activities which are illegal or against school policy. This document was selected by the Association of California School Administrators (ACSA) Task Force on Public Confidence as descriptive of a promising practice or exemplary project worthy of highlighting for the California educational community. (DC)

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[Educational Reform and Discipline Policy Advertisement]

Santa Maria Joint Union High School District
California

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Larry G. Ruttan

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EA015968

OUTSTANDING PROGRAM DESCRIPTION FORM

Name of School, District or Agency: Santa Maria Jt Union High Sch Dist Grade Levels: 9-12

Address: 829 So. Lincoln St. Telephone (805): 922-4573

City: Santa Maria State: CA Zip: 93454

Name of Contact Person: Dr. Larry Ruttan, Superintendent ACSA Region: XIII

Name of Course, Program, Project or Policy: EDUCATIONAL REFORM/DISCIPLINE ADVERTISEMENT

Target Area: Discipline

Date of Operation of Program or Project: Ongoing, beginning October, 1983

In 300 words or less please describe your program specifically enough for others to follow. Please include your program's
(1) primary purpose (how it benefits students)
(2) participants (grade levels of students, professional staff, community persons, etc)
(3) evaluation data (if available)

When Larry Ruttan became superintendent of this district in July, 1983, one of his goals was to strengthen and coordinate communications efforts. Although discipline problems in this district had been under control for some time, many people in the community were unaware of the fact.

Additionally, the district had already begun to implement both discipline policies and other reforms mandated in SB 813. We wanted to inform non-parents of these actions, and to show that faculty, Board, and administration were working together to improve attendance, and maintain a good learning environment on campus.

The Faculty Association joined with the Board to fund a half-page advertisement in the local newspaper outlining the educational reforms, and featuring the Major discipline policy. Although our local discipline problems were minimal, many people's perception of school discipline was based on television coverage of other areas ... and "assigned" to the local schools in their minds.

We had a lot to say in the ad and didn't leave much "white space." Nevertheless, the reaction from people in the community was considerable. Board members, the superintendent, teachers, and support staff were telephoned and personally received many positive comments.

The newspaper-reading public, including non-parents, were entitled to know what was going on in local schools. Parents, who had already received this information in SMARTARI, were reminded of school rules. The newspaper provided us with extra copies of the ad, which were mailed to our VIP list with an accompanying letter.

And, the Board, administration, and faculty demonstrated an attitude of cooperation which is also being carried out in other related areas such as attendance sweeps.

It wouldn't win a prize for design, but our ad did its job!

Permission to reproduce this program description and accompanying materials (if any) is granted to ERIC (Educational Resources Information Center).

NAME: Larry B. Ruttan DATE: January 12, 1984

Enclose supporting or descriptive materials and return to ACSA Public Confidence Task Force, Public Relations Department, 1517 L Street, Sacramento, CA 95814.

ADVERTISEMENT

Published for your information through the cooperation of the Board of Trustees and Faculty Association, Santa Maria Joint Union High School District.

EDUCATIONAL REFORM...

Expectations of Excellence...

What are we doing about them in the
SANTA MARIA JOINT UNION HIGH SCHOOL DISTRICT?

PLENTY !!!

An Open Letter to Our Neighbors:

Our district agrees with the goals recommended by the National Commission on Excellence in Education and had already begun to strengthen our program. We want you to know that we take these challenges seriously.

Here are some of the things we are doing:

* We have increased our graduation requirements.
* Teachers are working on improved curriculum in academic and vocational areas.
* Test scores have improved consistently for three years and are above state and national averages.
* Students must maintain a "C" average to be eligible for participation in sports and other extra curricular activities
* Parents and students are required to sign a behavior code before students are allowed to attend school. See box below.
* Computer monitoring of attendance will soon provide parents with daily notification of student absences.

Your SANTA MARIA HIGH SCHOOL DISTRICT Board of Trustees and Staff believe that good attendance and appropriate conduct are vital to a good education. To further ensure good attendance, the Santa Maria Police Department and Santa Barbara County Sheriff's Department will cooperate with the district to conduct periodic truancy sweeps of the Valley. All students found off-campus will be detained by the police. Parents will be called to come get their sons or daughters and return them to school.

We have good teachers who want to teach and thousands of students who want to learn, in the schools you support with your taxes. Our theme for the year is: SCHOOLS AND COMMUNITIES - A PARTNERSHIP THAT PAYS! We welcome your ideas and suggestions, and we encourage you to visit YOUR public high schools!

Santa Maria High School
Ernest Righetti High School
Delta High School
Cuyama Valley High School

MAJOR DISCIPLINE POLICY

A cooperative effort of Board, administrators, and teachers developed a student behavior code. This includes the major discipline policy reprinted below for your information, and has resulted in stricter discipline and improved attendance.

The Major discipline policy covers acts that are serious in nature such as fighting, violations of the Penal Code, misdemeanors and felonies. Certain behavior which could be harmful to others, disturb the normal conduct of school or classes or which violate "off limits" areas are considered major discipline. Students are also expected to cooperate and treat with respect ALL adults who work on campus.

	*1ST OFFENSE	*2ND OFFENSE	*3RD OFFENSE	
FIGHTING	3 Day Susp.	5 Day Susp. + U	Recommended Psych. test/susp.	Recommended Denial of Graduation
USE, POSSESSION ALCOHOL, DRUGS	3 Day Susp.	5 Day Susp. + U	Referral to outside agency/ suspension	Recommended Denial of Graduation
SALE OF ALCOHOL OR MARIJUANA	5 Day Susp. plus recommendation of expulsion to off-campus program.			Recommended Denial of Graduation
INTIMIDATION OR HARASSMENT	3 Day Susp..	5 Day Susp. poss. expulsion	Recommended expulsion	Recommended Denial of Graduation
VANDALISM	Suspension and Restitution Possible referral to Alternative Program.			Recommended Denial of Graduation
THEFT	1-3 Day Susp. + restitution	3-5 Day Susp. + restitution	Psych. test/ susp. poss. referral to Alternate program	Recommended Denial of Graduation
PROFANITY, VULGARITY	1-3 Day Susp.	3-5 Day Susp.	Psych. test/ susp. poss. referral to Alternate Program	Recommended Denial of Graduation
SALE OF DRUG PARAPHERNALIA	3 Day Susp.	5 Day Susp.	Referral to outside agency/ suspension	Recommended Denial of Graduation
ASSAULT & BATTERY UPON ANY SCHOOL EMPLOYEE	Immediate suspension, referral to police and recommendation for expulsion.			Recommended Denial of Graduation
FIREWORKS	3 Day Susp.	5 Day Susp. poss. psych test	5 Day Susp. and is reported to Fire Marshal	Recommended Denial of Graduation
DEFIANCE DISRUPTION OF SCHOOL ACTIVITY	3 Day Susp.	5 Day Susp. + U	Recommended Expulsion	Recommended Denial of Graduation

MOTOR VEHICLES	Traffic limited to authorized parking lots. No student traffic on campus roadways or between buildings. These rules apply to all posted areas between the hours of 7:00 a.m. - 4:00 p.m.		
	Ticketing	Possible Suspension	
SKATEBOARDS ROLLER SKATES BICYCLES	Warning	Confiscate Parent Claim	Confiscate balance of year
NOISEMAKERS NOT ALLOWED ON CAMPUS	IMPOUND--PARENTS MUST CLAIM		
FORGERY	Parent Conf.	Possible Suspension	
OFF LIMITS AREAS	Suspension	Suspension Parent Conf.	
SMOKING	Smoking on the main body of the campus will not be permitted and will result in suspension.		

*Parent Contact

State law mandates that the principal shall recommend a pupil's expulsion for any of the following acts:

1. Causing serious physical injury to another person, except in self-defense.
2. Possession of any firearm, knife, explosive, or other dangerous object of no reasonable use to the pupil at school or at a school activity off school grounds.
3. Unlawful sale of any controlled substance, as defined in Section 11007 of the Health and Safety Code, except for the sale of not more than one avoirdupois ounce of marijuana, other than concentrated cannabis.
4. Robbery or extortion.